

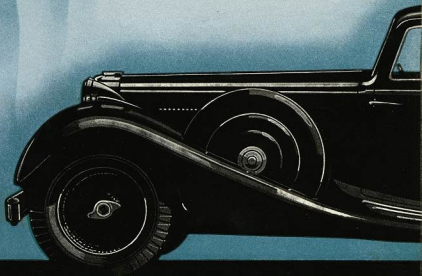
S. S. J A G U A R



The proved success...  
plus 22 new features



# S. S. J A



## *As outstanding on the open road*

Already the 1937 S.S. Jaguar has created a profound impression. The inclusion of 22 important features has added both to its acceptedly outstanding performance and to its exclusive refinement. No other car within hundreds of pounds of its price can offer such fascinating ease of handling . . . such safe cornering and roadholding . . . such complete restfulness combined with such responsive vivacity. And surely no car at *any* price can match its coveted individuality of design or — what is perhaps the most important — its unparalleled value.

S.S. CARS LTD., HOLBROOK LANE, COVENTRY (TELEPHONE: COVENTRY 8681)

# G U A R



2½ LITRE SALOON (TAX £15) £385

*as it is in the show*

New features include wider floor area, increasing leg, foot and seating room. Latest S.U. Automatic carburettors, Tecalemit Oil Filter, New Dunlopillo upholstery. No-draught, winding type half windows in front doors. P.100 lamps. 14" brakes with new, improved linkage, specially designed brake drums, and Ferodo Racing Type Linings. New engine fittings, greatly increasing silence and smoothness, etc., etc. Arrange for a trial run—when you visit Stand 116, Olympia, or with your local Agent. Literature on request.

LONDON SHOWROOMS: HENLYS, DEVONSHIRE HOUSE, PICCADILLY, W.1 (GROSVENOR 2287)

OLYMPIA



### THE S.S. JAGUAR 1½ LITRE SALOON

Brilliant leader in the light-car class, the 1½-litre Jaguar has many new features for 1937, including wider floor area giving increased leg and seating room, new Dunlopillo upholstery and no-draught winding type half windows in front doors. Tax £9

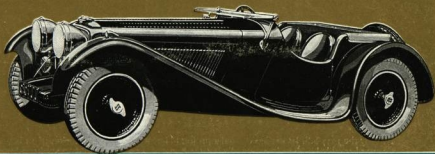
£295



### THE S.S. JAGUAR 2½ LITRE TOURER

New features on this outstanding touring model include Tecalemit Oil Filter, P.100 Headlamps, greatly increased silence and smoothness provided by air cleaners and redesigned engine mounting and exhaust silencers, etc. Tax £15

£375



### THE S.S. JAGUAR 2½ LITRE "100" MODEL

With maximum speed approaching 100 m.p.h. the "100" model is primarily intended for competition work, but is sufficiently tractable for use as a fast tourer without modification. Now fitted with Tecalemit Oil Filter. Tax £15

£395